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ALCOHOL

HERE IS HOW DIFFERENT KINDS OF
ALCOHOLIC DRINKS COMPARE IN
TERMS OF ALCOHOLIC CONTENT



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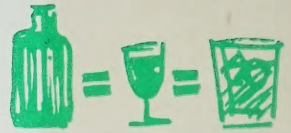
1½ oz. WHISKEY

5 oz. TABLE WINE

12 oz. BEER

-do you know
enough about it?

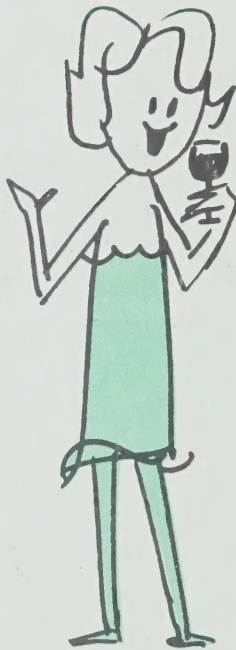
ALCOHOL NEEDS NO DIGESTING
AND IS ABSORBED DIRECTLY
THROUGH THE WALLS OF THE
STOMACH AND SMALL INTESTINE
INTO THE BLOODSTREAM



OUR BODIES ARE $\frac{2}{3}$ WATER



240 LB. MAN IS
APPROX.
160 LB. WATER



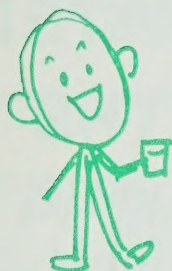
100 LB. WOMAN
IS APPROX.
66 LB. WATER



150 LB. MAN
IS APPROX.
100 LB. WATER

ONCE IN THE BLOODSTREAM, ALCOHOL
IS DISTRIBUTED INTO THE TOTAL BODY
WATER. THE CONCENTRATION OF
ALCOHOL IN THE BRAIN, AND THEREFORE
ITS EFFECT, VARIES WITH THE PERSON'S SIZE.

1 TO 2 DRINKS



- FLUSHING OF THE SKIN
- INHIBITIONS BEGIN TO DISAPPEAR
- HEART SPEEDS UP
- GAIETY

3 DRINKS

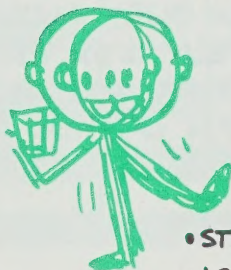
- JUDGEMENT IS SLOWER
- GIDDINESS
- CO-ORDINATION IS A BIT OFF



5 DRINKS

- VISION A BIT BLURRED
- SPEECH A LITTLE FUZZY
- REACTION TIME SLOWED DOWN

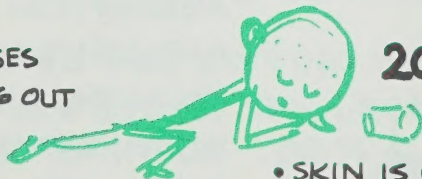
ALCOHOL AFFECTS EVERYBODY— SOME MORE QUICKLY THAN OTHERS. HERE IS A CHART OF AVERAGE EFFECTS.



8 DRINKS

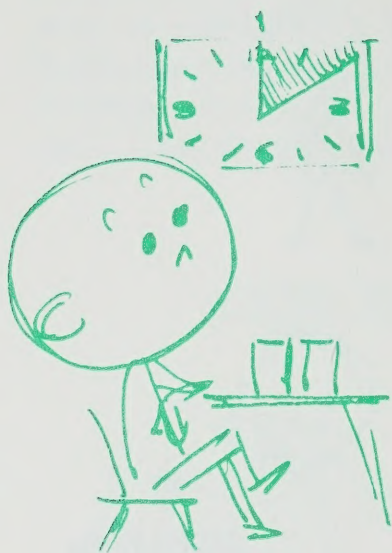
- STAGGERING
- LOSS OF BALANCE
- DOUBLE VISION

EXTREMELY LARGE DOSES CAN KILL BY KNOCKING OUT THE BRAIN'S CONTROL OVER BREATHING. THIS RARELY HAPPENS BECAUSE THE PERSON USUALLY "PASSES OUT"



20 DRINKS

- SKIN IS CLAMMY
- PUPILS ARE DILATED
- UNCONSCIOUSNESS OR "OUT LIKE A LIGHT"



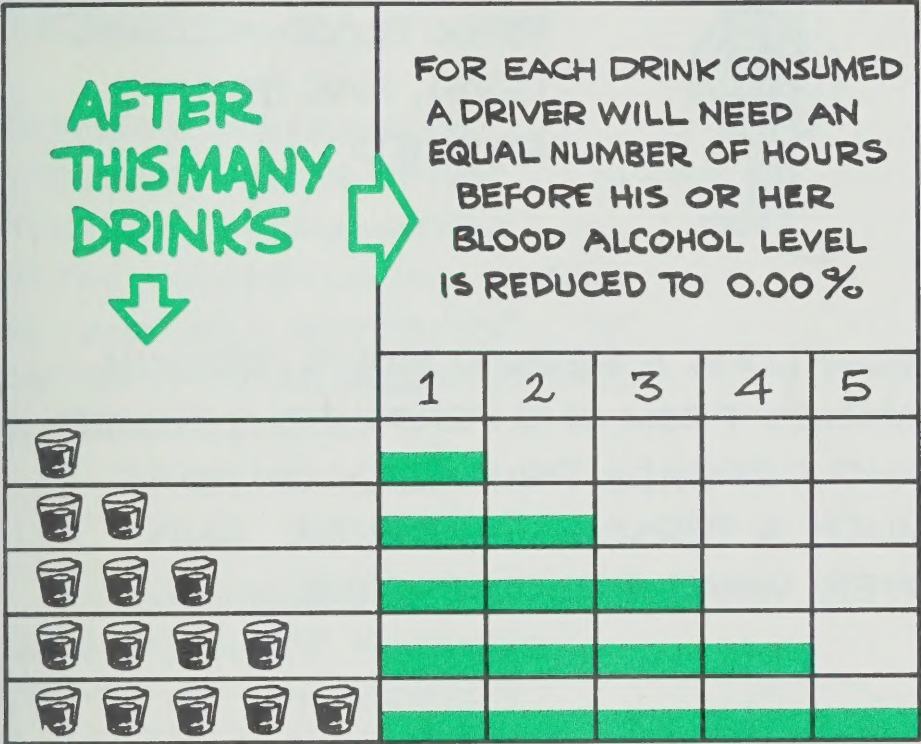
ALCOHOL IS ELIMINATED FROM THE BODY AT A FIXED RATE...

WHEN ALCOHOL IS DISTRIBUTED THROUGHOUT THE BODY IN THE BLOODSTREAM, PART OF IT (ABOUT 2%) IS ELIMINATED IN THE BREATH AND URINE. THE REST MUST BE BURNED IN THE BODY LIKE FATS, SUGARS, AND OTHER FOODS. ONLY THE LIVER CAN BURN ALCOHOL, AT A FIXED RATE OF APPROXIMATELY 1 oz. PER HOUR OF WHISKEY OR ITS EQUIVALENT. ALCOHOL IS PROCESSED MORE SLOWLY THAN OTHER FOODS.

FOOD IN THE STOMACH
SLOWS DOWN THE
ABSORPTION OF ALCOHOL
AND CONSEQUENTLY SLOWS
DOWN THE RATE OF
INTOXICATION. FATIGUE
AND EMOTIONAL STATE
ALSO MAY HAVE EFFECTS ON
RATE OF INTOXICATION.



THIS CHART SHOWS HOW LONG IT TAKES FOR ALCOHOL TO LEAVE THE BODY OF AN AVERAGE PERSON*



SOMEONE WHO DOES NOT SPEND A FULL HOUR FOR EACH DRINK CONSUMED BEFORE DRIVING WILL BE RISKING IMPAIRMENT.

RESEARCH SHOWS THAT DRIVING IMPAIRMENT CAN OCCUR WELL BELOW THE LEGAL BREATHALYZER LIMIT OF .08%.

* 164 POUNDS, GOOD PHYSICAL CONDITION AND SOUND HEALTH.

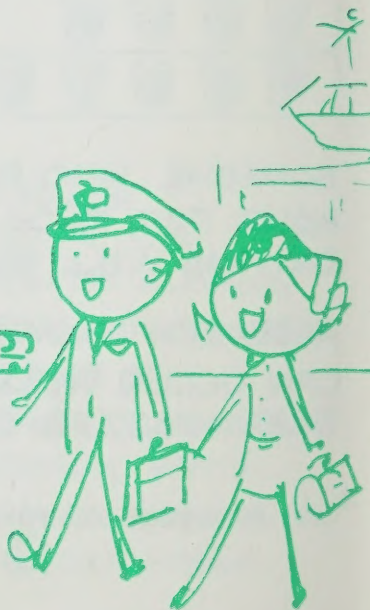


HANGOVER USUALLY
OCCURS BETWEEN 4 TO
12 HOURS AFTER THE
PEAK BLOOD-ALCOHOL
LEVEL HAS BEEN
PASSED

HOW LONG A PERSON STAYS DRUNK
VARIES FROM ONE PERSON TO ANOTHER,
AND DEPENDS PRIMARILY ON HOW
MUCH A PERSON HAS DRUNK, AND
OVER WHAT PERIOD OF TIME.



MOST COMMERCIAL AIRLINES
PROHIBIT PILOTS FROM FLYING
FOR 24 HOURS AFTER DRINKING
ALCOHOL, TO BE SAFE !



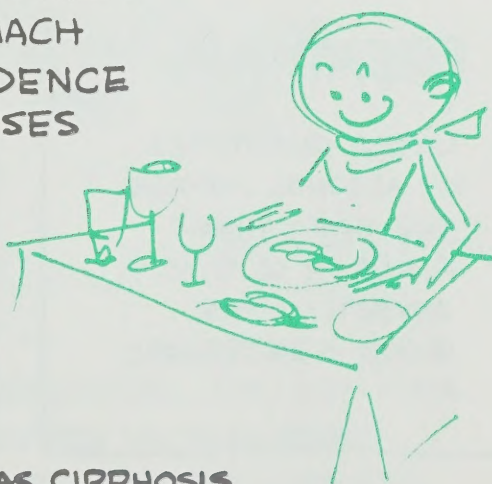
DOES ALCOHOL ITSELF HARM THE DIGESTIVE TRACT?



EXCESSIVE DRINKING OF
STRAIGHT LIQUOR OFTEN
PRODUCES INFLAMMATION
OF THE STOMACH LINING, KNOWN
AS "ALCOHOLIC GASTRITIS"... IT
CAN BE PAINFUL, AND SOMETIMES
BLEEDING OCCURS.

...DILUTE ALCOHOL
DOES STIMULATE FORMATION
OF ACID BY THE STOMACH
BUT THERE IS NO EVIDENCE
TO SHOW THAT IT CAUSES
STOMACH ULCERS.

HOWEVER, REGULAR
DAILY CONSUMPTION
OF 9oz. OF WHISKEY
OR ITS EQUIVALENT
INCREASES THE RISK OF
HEALTH PROBLEMS SUCH AS CIRRHOSIS
OF THE LIVER AND CARDIOVASCULAR DISEASE



ALCOHOL'S EFFECTS ON OTHER ORGANS OR TISSUES OF THE BODY

ACUTE ALCOHOL POISONING...

(SEVERE INTOXICATION CAUSED BY DRINKING EXTREME QUANTITIES OF ALCOHOL AT ONE TIME)

CHRONIC ALCOHOLISM...

(A CONDITION RESULTING FROM REPEATED EXCESSIVE DRINKING)

BRAIN

ALCOHOL IN THESE QUANTITIES MAKES THE BRAIN SWELL CAUSING PRESSURE INSIDE THE SKULL

BRAIN

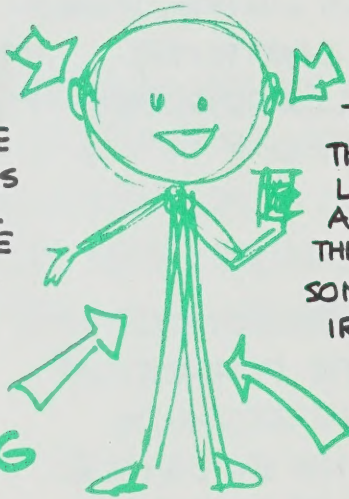
THERE IS EVIDENCE THAT FREQUENT AND LARGE INTAKE OF ALCOHOL MAY AFFECT THE BRAIN CELLS... IN SOME CASES CAUSING IRREVERSIBLE DAMAGE.

BREATHING

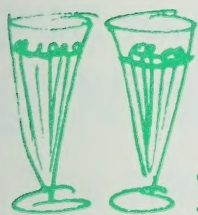
LARGE QUANTITIES OF ALCOHOL IMPAIR THE BREATHING FUNCTION SO THAT OXYGEN IN THE BLOOD IS DECREASED.

LIVER

...FAT ACCUMULATES RAPIDLY IN THE LIVER, IMPAIRING ITS FUNCTION. EVENTUALLY PORTIONS OF THE LIVER MAY DIE AND BE REPLACED BY SCAR TISSUE (CIRRHOSIS OF THE LIVER).

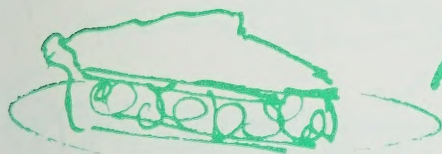


WHAT ABOUT ALCOHOL AS FOOD OR MEDICINE?

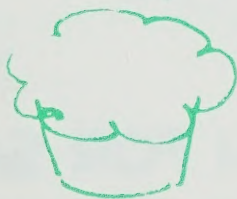


2 BEERS

CONTAIN MORE
CALORIES THAN



A PIECE OF
PIE OR



A CREAM
PUFF



ALCOHOL'S MEDICINAL VALUE HAS
BEEN OVERRATED IN THE PAST.
TODAY IT IS SOMETIMES USED IN
SMALL AMOUNTS AS A SEDATIVE.

ALCOHOL CONTAINS NONE OF
THE ESSENTIAL VITAMINS,
MINERALS OR AMINO ACIDS
SO NECESSARY TO THE DAILY
DIET, BUT IT CAN MAKE ONE FAT!

FOR EXAMPLE:

12 oz. BEER = 105 CALORIES

1½ oz. GIN = 105 CALORIES

1½ oz. RUM = 105 CALORIES

1½ oz. WHISKEY = 105 CALORIES

2 oz. PORT = 106 CALORIES

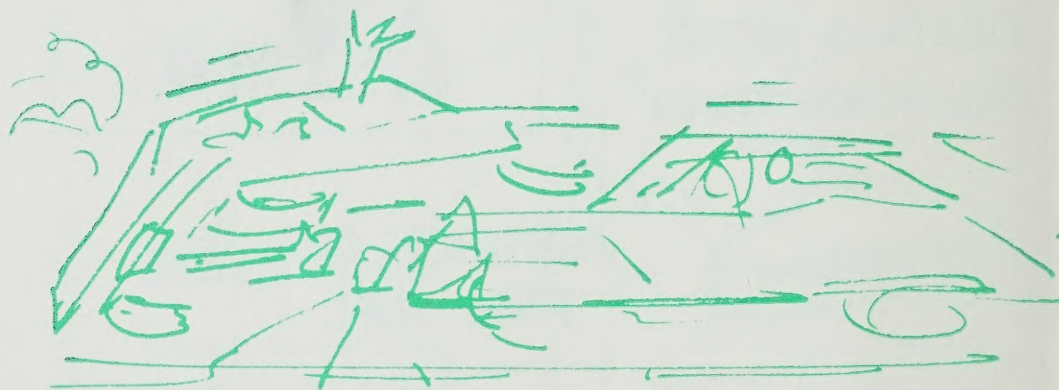
2 oz. SHERRY = 76 CALORIES



ALCOHOL AND SAFETY

ACCIDENTS OF ALL KINDS CAUSE MORE DEATHS AND DISABILITIES THAN ANY SINGLE DISEASE.

TRAFFIC ACCIDENT DEATHS MAKE UP **43%** OF ALL ACCIDENTAL DEATHS IN ONTARIO. ACCORDING TO RECENT STUDIES ABOUT **50%** OF SUCH DEATHS INVOLVED "MORE THAN A TRACE" OF ALCOHOL.



**A MARGIN FOR SAFETY?
CHECK THE GRAPH ON PAGE 5**

ALCOHOLISM STEMS FROM FOUR MAIN ROOTS....



①

INDIVIDUAL

HIS OR HER PHYSICAL, EMOTIONAL AND SPIRITUAL MAKEUP

② ENVIRONMENT

THE CIRCUMSTANCES IN WHICH THE INDIVIDUAL TRIES TO LIVE SUCCESSFULLY



③ ALCOHOL

ALCOHOL ITSELF PLAYS AN IMPORTANT ROLE IN ALCOHOLISM

④

FAMILY AND FRIENDS

THE PEOPLE WHO IMMEDIATELY AFFECT THE INDIVIDUAL

ANYBODY'S DRINKING PATTERN CAN BECOME DANGEROUS

SOCIAL DRINKING

SOME ALCOHOLICS SAY
THEY BEGAN AS "SOCIAL
DRINKERS". IN CANADA,
APPROXIMATELY 3%
OF SOCIAL DRINKERS
DO BECOME
ALCOHOLICS.



OTHERS CLAIM THAT
THEY WERE ALCOHOLICS
FROM THE VERY FIRST SIP...

ALCOHOL SEEMED TO
MEAN MORE TO THEM
THAN TO THEIR FRIENDS.

HEAVIER DRINKING



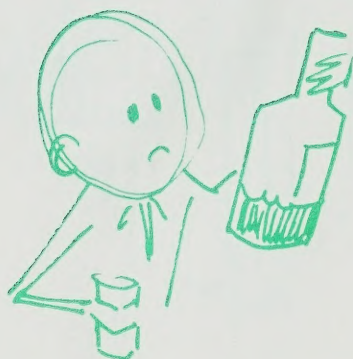
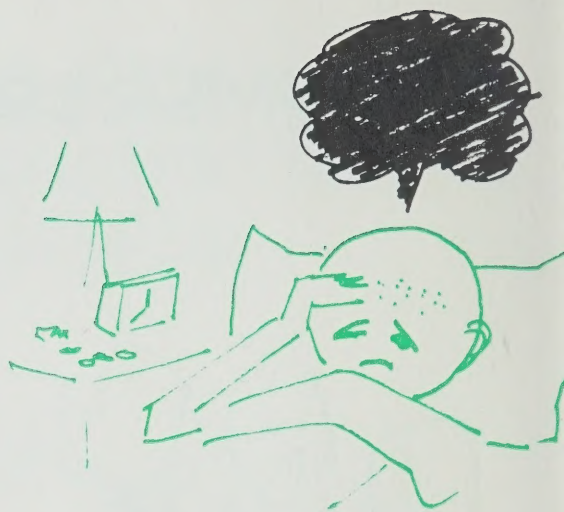
GRADUALLY, DRINKING BECOMES MORE FREQUENT, AND IT TAKES MORE ALCOHOL TO FEEL THE SAME "KICK".

ONE TENDS TO MOVE INTO A HEAVIER DRINKING CROWD. WEEKENDS ARE CENTRED AROUND DRINKING PARTIES.

GULPING DRINKS, SNEAKING EXTRA SHOTS, LOADING UP EVEN BEFORE THE PARTY, MAY BECOME THE PATTERN.

DRINKING ALCOHOL BECOMES EVER MORE IMPORTANT TO THE DEVELOPING ALCOHOLIC.

DEVELOPMENT OF ALCOHOLISM IN SOME IS SIGNALLED BY BLACKOUTS— (TEMPORARY MEMORY LOSS), UNCONTROLLED DRINKING AND PERIODIC BENDERS



IN OTHERS, THE WARNING MAY BE NOTHING MORE THAN THE DEVELOPMENT OF A REGULAR PATTERN OF HEAVY DRINKING (AN AVERAGE OF 6 OR MORE DRINKS EVERY DAY)

DRINKING IS A SERIOUS PROBLEM WHEN IT INTERFERES WITH HOME LIFE, JOB PERFORMANCE, BUDGET OR PERSONAL HEALTH



HIGH RISK DRINKING

MEANS
AVERAGE
DAILY
CONSUMPTION
OF **SIX** OR
MORE DRINKS



PEOPLE MAY BECOME
DEPENDENT ON ALCOHOL
BECAUSE THEY HAVE
PROBLEMS THEY CAN'T
HANDLE, OR SIMPLY
BECAUSE THEY GET
INTO THE HABIT OF
DRINKING TOO OFTEN

IT'S LEGAL BUT...



ALCOHOLIC BEVERAGES CAN BE USED LEGALLY IN ONTARIO BY PERSONS 18 YEARS OF AGE AND OLDER.

PEOPLE BUYING AND DRINKING BEER, WINE, OR LIQUOR HOWEVER HAVE TO OBEY THE LAWS OF THE PROVINCE AND OF COMMON SENSE.

THEY CAN DRINK SUCH BEVERAGES ONLY IN A BONA FIDE RESIDENCE OR ON LICENCED PREMISES - NOT IN CARS, OR ON THE STREET, OR IN OTHER PUBLIC PLACES.

THEY CANNOT DRIVE A MOTOR VEHICLE WITH A BLOOD ALCOHOL LEVEL OF .08% OR HIGHER (SEE PAGE 5) OR DRIVE IN AN IMPAIRED MANNER REGARDLESS OF THE BLOOD ALCOHOL LEVEL.

THEY CANNOT BEHAVE IN A DRUNKEN OR DISORDERLY MANNER OR CAUSE A PUBLIC DISTURBANCE.

THEY CANNOT SUPPLY ALCOHOLIC BEVERAGES TO THOSE UNDER 18 YEARS OF AGE.



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